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## **EFFECTIVE E-COMMERCE TOOL**

Nowadays e-commerce became a crucial marketing tool and is no longer optional, but compulsory part of a company's promotional politics. Regarding current level of computerization it is not only effective way to conquer new markets and attract customers, but also appears to be cheaper and easy to access. However, the competition in the field of e-commerce intensifies day per day and anybody involved in it should be aware of main rules of how to make his web tools distinctive from others.

Landing page is widely used way to attract customer's attention, inform them about company's products and finally achieve desired goal – make them buy what company offers. With online marketing, the bridge between the click and the credit card is generally a landing page.

There are common mistakes marketers do which makes customers abandon the landing page short time after they see it. Among them are:

- recipients can be pushed away when they click on a link and end up on a landing page without the same look and feel as the email that captured their attention. Marketers risk confusing customers and prospects by sending them to landing pages not matching the email;
- asking too many questions can lead prospective customers to become wary and frustrated enough that they abandon the process;
- use of navigation bars. The presence of navigation bar on a landing page can be a distraction that pulls visitors away from the primary conversion goal;
- professional writers know it's a lot harder to write short copy than long. However, some marketers are taking the easy way out, since in many cases customers have to scroll pages of texts and quickly lose interest.

Success on the landing page is critical. Improving return-on-investment in today's highly competitive online marketing landscape requires a focus not just on generating more email clicks but on maximizing the returns of those clicks. Optimized landing pages can go a long way toward improving email marketing

campaign results. Not taking the time to create landing pages with “stickiness” is akin to ignoring a customer standing in company’s place of business and asking for assistance.

In order to optimize a landing page, it is important to pay attention to following aspects:

- *Use of readable shrifts:* a readable symbols in texts reinforces branding. The absence of dashes, slashes and numbers when possible can help improve visitors’ recognition that the landing page is related to the product or company it represents, adding to the trustworthiness of the content it contains.

- *Whether the look matches the email and/or Web site:* strong brand messaging is carried across multiple communications channels. The same look and feel permeates each important customer touch point. Not only should landing pages repeat the main call-to-action or promotional headline from the email that generated the click, the overall look should also match the email. Confusion of arriving at a Web page that doesn’t match the email can lead visitors to abandon the site.

- *Landing page design:* strong landing pages control the flow of information and the path customers take to conversion. They represent the difference between a warehouse store, where customers wander around looking on their own, and a fine boutique in which customers are assisted by a highly trained sales associate from the minute they walk in the door.

- *Inclusion of hero shots and animation:* hero shots are photos that clearly promote the product or service being offered. If there are other photographs on the page, the hero shot is in a prominent position and generally larger than the others. Hero shots set the tone of the page just as strongly as do persuasive headlines. Photographs that stand out grab attention. But a strong photo in an email should be repeated on the landing page and right at the top so clickers are quickly assured they arrived at the right spot etc.

In conclusion it should be said that landing page optimization can have a tremendous impact on any company’s success rate. But it takes attention to detail and other commitments. However, the time and effort taken to optimize landing pages will be returned many times in customer loyalty, improved conversion rates and higher return-on-investment.

